

ORDER



Orders	Order / Rev:	65730	Primary AE:	Continental Washington DC																				
Alt Order #:	08882978	Sales Office:	CNAT																					
Product Desc:	CENTER FOWARD	Sales Region:	National																					
Estimate:	2072																							
Flight Dates:	10/16/12 - 10/22/12																							
Original Date / Rev:	10/15/12 / 10/15/12																							
Order Type:	CIA - O																							
Agency <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Name:</td> <td>Waterfront Strategies</td> <td style="width: 15%;">Billing Type:</td> <td>Cash</td> </tr> <tr> <td>Buying Contact:</td> <td></td> <td>Billing Calendar:</td> <td>Broadcast</td> </tr> <tr> <td>Billing Contact:</td> <td></td> <td>Billing Cycle:</td> <td>EOM/EOC</td> </tr> <tr> <td></td> <td>1010 Wisconsin Avenue, Suite 800</td> <td>Agency Commission:</td> <td>15%</td> </tr> <tr> <td></td> <td>Washington, DC 20007</td> <td colspan="2"></td> </tr> </table>					Name:	Waterfront Strategies	Billing Type:	Cash	Buying Contact:		Billing Calendar:	Broadcast	Billing Contact:		Billing Cycle:	EOM/EOC		1010 Wisconsin Avenue, Suite 800	Agency Commission:	15%		Washington, DC 20007		
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Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	34	\$17,725.00	\$15,066.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$17,725.00	\$15,066.25	0.00
Totals	34	\$17,725.00	\$15,066.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
KTVX-TV	24%	\$17,725.00
Market	100%	\$73,854.17

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	8%	\$5,908.33
KMYU	0%	\$0.00
KSL	30%	\$22,156.25
KSTU	5%	\$3,692.71
KUCW	2%	\$1,477.08
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	30%	\$22,156.25
UNKWN	1%	\$738.54

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/16/12	10/19/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6:00 AM-6:30 AM	- TWTF--	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
GOOD MORNING UTAH-6AM															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/15/12	10/21/12	- TWTF--		3				\$250.00		0.00			
E 2	KTVX	10/21/12	10/21/12	Good Morning America \$1M GMA Su 6a-7a		6:00 AM-7:00 AM	-----S	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00

Order / Rev: 65730
Alt Order #: 08882978
Flight Dates: 10/16/12 - 10/22/12

Advertiser: Center Forward
Product Desc: CENTER FOWARD
Estimate: 2072

KTVX-TV

Order / Rev: 65730
 Alt Order #: 08882978
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Center Forward
 Product Desc: CENTER FOWARD
 Estimate: 2072

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 15	KTVX	10/18/12	10/18/12	Thu Reg 2 Grey's Anatomy 8-9p	CM	8:00 PM-9:00 PM	---T---	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00											
GREY'S ANATOMY																										
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Week: 10/15/12	10/21/12	---T---	1	\$4,000.00	0.00																					
E 16	KTVX	10/16/12	10/19/12	ABC4 News at 10pm M-EM M-F 10p-1036p		10:00 PM-10:35 PI- TWTF--		:30	1	\$900.00	P-1	0.00	NM	1	\$900.00											
ABC 4 NEWS AT 10PM																										
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Week: 10/15/12	10/21/12	-TWTF--	1	\$900.00	0.00																					
E 17	KTVX	10/22/12	10/22/12	M-F 1p-2p M-F 1p-2p	CM	1:00 PM-2:00 PM	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00											
GENERAL HOSPITAL																										
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E 18	KTVX	10/22/12	10/22/12	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00											
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E 19	KTVX	10/22/12	10/22/12	ABC4 News at 6p ABC4 News at 6p	CM	6:00 PM-6:30 PM	M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00											
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N 20	KTVX	10/20/12	10/20/12	Sat Rotation Sa 10a-5p College FB	CM	10a-5p	-----1-	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00											
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